

**Sierra Nevada Conservancy  
Board Meeting Agenda  
December 6-7, 2006**

Board Meeting Location  
Wildwood Center  
400 Meadowbrook Loop  
Chester, CA 96020

**December 6, 2006  
Field Trip and Reception**

**12:00 PM – 7:00 PM**

12:00 noon – Members of the Board and staff will participate in a field trip reviewing issues and activities relative to the Conservancy mission in the Chester/Lake Almanor area. The field trip will begin at Elks Lodge, 160 Main Street, Chester, CA. (Members of the public may participate in the field trip and reception but are responsible for their own lunch and transportation). Limited space may be available, please call 530-823-4672 to determine availability. Following the field trip, a reception will be held at Wildwood Center located at 400 Meadowbrook Loop, Chester, CA beginning at 5:30.

**December 7, 2006  
Board Meeting**

**9:00 AM**

**I. Call to Order**

**II. Roll Call**

**III. Approval of October 5, 2006 Meeting Minutes**

**IV. Election of Vice Chair**

**V. Public Comments**

Provide an opportunity for the public to make comment on non-agenda items.

**VI. Chairman's Report**

- a. Sub Region Representatives for 2007-08
- b. Proposition 84
- c. Recognize Assemblyman Tim Leslie

**VII. Executive Officer's Report**

- a. Staffing/Budget Update
- b. Federal Land Managers' Meeting (March 2007)
- c. Modoc Line Update
- d. Headquarters Office Update
- e. "Saving the Sierra, Voices of Conservation"
- f. Presentation of Thesis by Tanya Higgins and Timothy Duane

**VIII. Deputy Attorney General's Report**

**IX. North Central Sub-Region Counties Report**

Representatives of North Central Region will provide the Board with a brief overview of key information regarding their counties, including significant issues in the area of the SNC's mission.

**X. Action Plan Update and Implementation Update**

The Board will be briefed on progress on the Action Plan.

**XI. Program and Grant Guideline Development**

The Board will be briefed on the process to be used in development of program and grant guidelines and may provide direction to staff relative to the process.

**XII. Regional Office Selection**

The Board may take action to select regional office locations within the Region, based on staff and committee recommendations.

**XIII. SNC License Plate Update**

The Board may provide direction and authorize the Executive Officer to enter into agreements, in consultation with the Board committee, necessary to develop a license plate design and prepare a submission to the Department of Motor Vehicles.

**XIV. Recognition of Boardmembers Arcularius and Baumann**

**XV. Board Members' Comments**

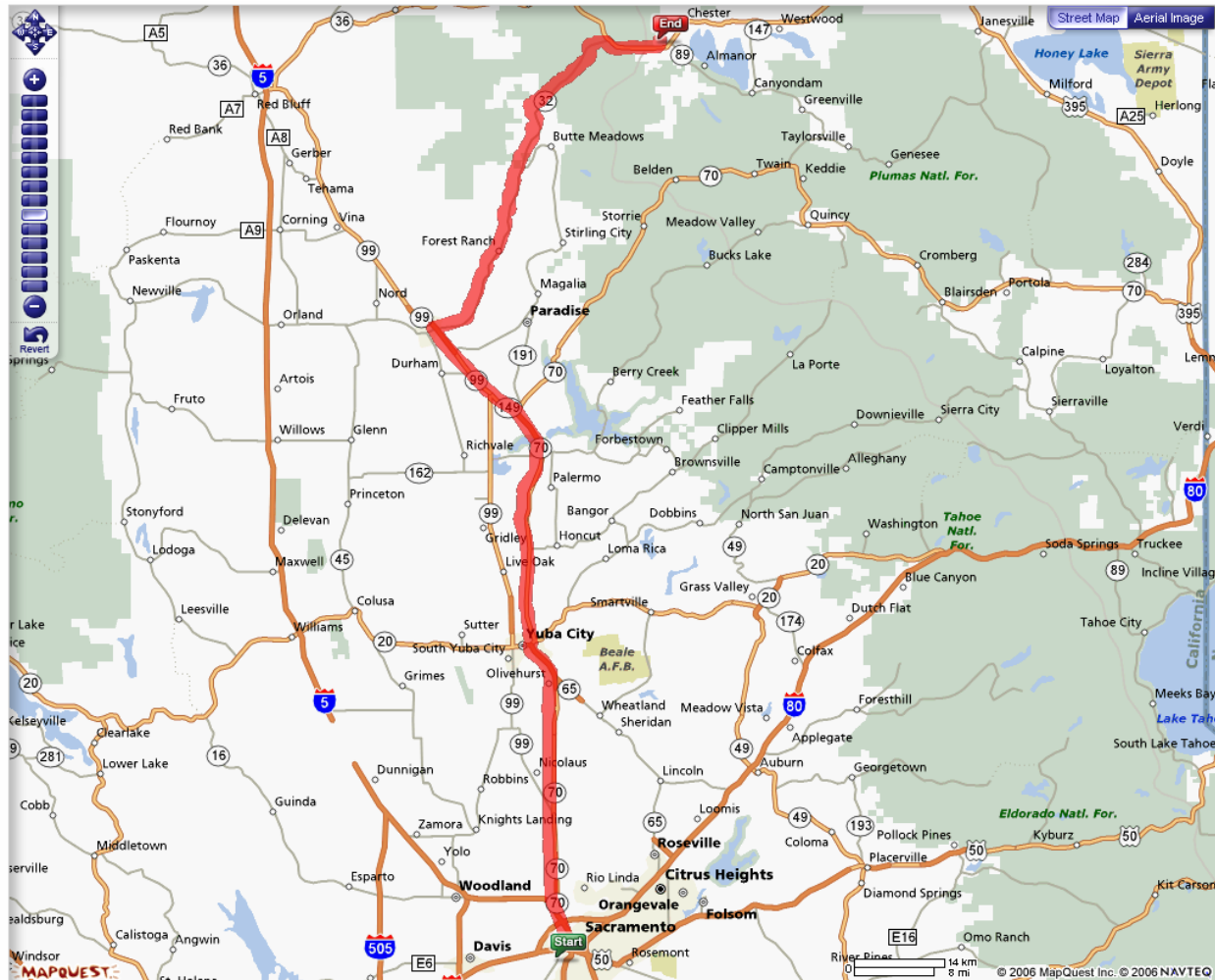
**XVI. Public Comments**

**XVII. Adjournment**

Staff reports on individual agenda items are available on the SNC website at [www.sierranevada.ca.gov](http://www.sierranevada.ca.gov). For additional information or to submit written public comment on any agenda item, please contact Ms. Grace at (530) 823-4672 or [tgrace@sierranevada.ca.gov](mailto:tgrace@sierranevada.ca.gov), or 11521 Blocker Drive, Suite 205, Auburn CA 95603.

Closed Session: Following or at any time during the meeting, the Conservancy may recess or adjourn to closed session to consider pending or potential litigation; property negotiations; or personnel-related matters. Authority: Government Code Section 11126(a), (c) (7), or (e).

Note, in accordance with Title II of the Americans with Disabilities Act of 1990, reasonable accommodations are available. Requests for reasonable accommodations should be made at least five working days in advance of the meeting date. To request reasonable accommodations, including documents in alternative formats, please contact Ms. Grace at (530) 823-4672.



### Sacramento to Chester, CA

1. Start out going WEST on I ST toward 9TH ST. (0.36 miles)
2. Merge onto I-5 N/CA-99 N. (6.12 miles)
3. Merge onto CA-70 N toward YUBA CITY/MARYSVILLE. (34.42 miles)
4. Turn RIGHT onto CA-20/CA-70/9TH ST. (0.25 miles)
5. Turn LEFT onto CA-20/CA-70/B ST. Continue to follow CA-70 N. (31.87 miles)
6. Turn LEFT onto CA-149. (4.46 miles)
7. Take the CA-99 N ramp. (0.25 miles)
8. Stay STRAIGHT to go onto CA-99 N. (10.31 miles)
9. Take the CA-32 exit- EXIT 385- toward ORLAND/CHESTER. (0.16 miles)
10. Turn RIGHT onto CA-32 E. (52.38 miles)
11. Turn RIGHT onto CA-36/CA-89. (7.30 miles)
12. Turn LEFT. (1.66 miles)
13. End at Chester, CA 96020 US

**Sierra Nevada Conservancy  
Board Meeting Minutes  
October 5, 2006**

**LOCATION:**

**Eastern Sierra Tri-County Fairgrounds  
Home Economics Building  
Sierra Street & Fair Drive Bishop, CA 93515**

**October 5, 2006      9:00 a.m. Board Meeting**

**I.      Call to Order**

Chairman Chrisman called the meeting to order at 9:07am

Chairman Chrisman thanked Inyo County, Mono County, Bishop City Council and Los Angeles Department of Water and Power (LADWP) for participation in the field tour. He also thanked Boardmember Arcularius and the Inyo County staff, LADWP for having project leaders available at the site to educate Boardmembers. Finally, he acknowledged the Inyo/Mono Resource Conservation District for lunch and Julie Bear and the Arts Council for the reception.

**II.      Introduction and Oath of Office for new Boardmembers**

Chairman Chrisman introduced John Lloyd who will represent the Department of Finance on the Board and Supervisor Jon McQuiston, South Sub-region alternate member. Deputy Attorney General Christine Sproul administered the Oath to Lloyd and McQuiston.

**III.      Roll Call**

Members Present: Linda Arcularius; Jeff Bailey (for Beth Pendleton); Helen Baumann; Louis Boitano; John Brissenden; Kevin Cann (for Mike Tollefson); Mike Chrisman; Bill Haigh; Bob Kirkwood; John Lloyd; John McQuiston; Byron Sher and Kim Yamaguchi  
Members Absent: Brian Dahle; B.J. Kirwan; and Carol Whiteside

**IV.      Approval of July 20, 2006 Meeting Minutes**

There were no changes to the minutes.

***Action: Boardmember Yamaguchi moved and Boardmember Kirkwood seconded a motion to approve July 20, 2006 minutes. Motion passed unanimously.***

## **V. Public Comments**

Chairman Chrisman provided an opportunity for public comment on non-agenda items.

Geoff McQuilkin, Mono Lake Committee thanked the SNC staff for the field trip to Mono Lake on October 3<sup>rd</sup> and welcomed the Board to Bishop.

Mary Canada, Sierra Business Council, indicated that the missions of the SNC and the Council are complementary and offer a huge opportunity for working together. Ms. Canada suggested expanding notification regarding Board meetings to boost attendance.

Julie Leimbach, Sierra Nevada Alliance, indicated that the Alliance is sponsoring interns through the AmeriCorps Program for the Sierra Nevada region. They hope to place interns with 20 community-based groups and resource agencies engaged in local habitat restoration, ecological monitoring, watershed education and volunteer recruitment to implement the program's mission. She asked Boardmembers to pass along the information to anyone who might be interested.

## **VI. Chairman's Report**

### **A. Sub Region Representatives Terms Expiring**

Boardmember terms of the North, Central, and Eastern Regions expire at year's end and Chairman Chrisman asked that the subregions notify the SNC as to who will serve the new term prior to the December meeting.

### **B. Election of a Vice Chair at December meeting**

Chairman Chrisman recommended that the Board select Vice Chair at the December meeting. He recommended that the Vice Chair be selected from the Subregional representatives and serve in the Chair's absence. Boardmember Kirkwood suggested that the Board consider having two Vice Chairs to address the challenge of short terms. The Chair will appoint a subcommittee charged with recommending a Vice Chair and description of duties to the Board at the December meeting.

**C. Delegation of Authority to the Executive Officer**

Chairman Chrisman indicated that the Board agreed earlier in the year to revisit the question of delegation of authority for the Executive Officer prior to a grant program being implemented. Chrisman recommended the Board revisit the issue in the first part of 2007 and make any modifications based on experience to date.

Boardmember Kirkwood asked if anything has prompted this and Chrisman responded with the possibility of the Proposition 84 passing and significant dollars coming to the SNC, the Board should further review the delegation of authority. Executive Officer Jim Branham stated there are items where clarity on delegation would assist in SNC working with control agencies. Boardmember Arcularius stated the delegation was adopted prior to the adoption of the Strategic Plan and for consistency the Board needs to revisit this.

**VII. Executive Officer's Report**

Jim Branham updated the Board on several areas of SNC's activities:

**A. Modoc Line**

He has been working with staff members John Knott and Bob Kingman in assisting Modoc and Lassen counties in their efforts to maintain the Modoc Line corridor. Union Pacific (UP) has removed the track and the counties are interested in acquiring the corridor for purposes of trail development and other potential uses. The SNC worked with the counties, the Bureau of Land Management (BLM) and UP in securing an extension from National Surface Transportation Board, maintaining the option of keeping the corridor in tact. The Wildlife Conservation Board has expressed an interest in funding a portion of the acquisition. Modoc and Lassen Counties have each pledged \$5,000 toward the appraisal and Lassen Land and Trails Trust will contribute \$500 as well. The SNC will assist in making sure that the appraisal is completed, including providing a portion of the funding.

Boardmember Yamaguchi noted the "rails to trails" issue is broad and the Board should look at the entire Region. Butte County missed an opportunity for a section, which was sold off and now the County is trying to get the line back. EO Branham stated it is a good suggestion for the Board to review process and timelines for additional lines throughout the Region. The rail bank is monitored by National Surface Transportation Board and has a formal process for granting extensions. Boardmember Baumann noted El Dorado and Sacramento Counties have extensive rails to trails programs, and while maintenance and moving the trials forward can become burdensome for the local entity, joint powers agreements can be useful.

Bill Haigh, on behalf of Tim Burke of the local BLM office, thanked the SNC for its efforts on the Modoc Line. Boardmember Arcularius stated the inventory of potential projects is a good idea and Boardmembers should be provided information for their subregions. Boardmember Sher noted the report states SNC is committed to helping secure the appraisal, is there contemplated additional SNC participation? EO Branham stated SNC's role is to assist in the remaining funding puzzle and in negotiations to secure adequate acquisition funding. Boardmember Brissenden suggests adding the inventory to the SNC ELibrary as an overlay for the community.

**B. Proposition 84**

Branham indicated that Proposition 84 on the November ballot is a \$5.4 billion bond measure that includes \$54 million to be provided to SNC in the water quality section of the Proposition. All projects and activities funded under this section of the measure will be required to have a nexus to water quality. Additionally, the measure includes a number of funding opportunities with other Resource Agency entities that SNC can pursue. There was a question as to the Board's ability to take a position on Proposition 84. DAG Sproul stated that the matter was not on the agenda for action by the Board, but that the discussion could convey a sense of the Board. Numerous Boardmembers indicated their support of the Proposition.

**C. Sierra Cascade Grant Update**

Program Manager Bob Kingman shared the video of the grant award event, September 27, 2006 in Placer County. He noted each of the six subregions received awards. Mr. Kingman thanked Resources Agency for pulling it together. Mr. Kingman stated this will further SNC's attempts to meet water quality, working landscapes and recreational and public access objectives.

**D. Budget Report**

Administrative Chief, Eileen Pope, gave an overview of the distributed budget information. Pope noted the July Board meeting gave a more general look at the budget. At the request of Boardmember Yamaguchi, SNC has supplied a more detailed report. The report identifies the funding for contracts and breaks down dollar amounts.

Pope explained SNC has interagency agreements, with Parks and Recreation for personnel, Department of Forestry and Fire Protection for procurement and Department of General Services for accounting. Pope stated SNC will continue these interagency agreements rather than internalizing the functions. As for the program area development, contracts will be guided by the 2006-07 Action Plan approved in July 2006. A contract with Psomas, regarding the assessment project, has already been awarded. Boardmember Yamaguchi asked if SNC plans to continue these contracts or will look to carry out these activities internally. Branham

indicated that many of the contracts would be continued, but explained that although SNC now purchases via CDF, we are working to obtain delegated procurement authority for goods and services. SNC will continue to assess opportunities for in-house services and to evaluate use of interagency contracts.

**E. Staffing Update**

Executive Officer Branham gave an overview of the SNC staffing issues. SNC plans to hire an IT staff person soon; has posted a job listing for an Office Assistant to serve as receptionist, and is posting an examination, using the Tahoe Conservancy classifications, for Program Analysts I/II. The Tahoe Conservancy class job descriptions and duty statements are being tailored to the SNC. Mr. Branham is also exploring the creation of Conservancy classifications, but this could take up to two years to complete.

The SNC Web site been updated and SNC staff is working on revamping the current page. Now each County has a link to its homepage on the SNC homepage.

Branham suggested that the federal agencies represented on the Board may wish to make presentations to the Board as part of the Board meetings. He has spoken with Bill Haigh about having BLM speak at the February 2007 meeting. At future meetings, National Parks Service and the Forest Service would make presentations.

**VIII. Deputy Attorney General's Report**

DAG Christine Sproul was asked to discuss the Board's fiduciary duties. She stated that while various state laws govern contracts, procurement, administrative matters, budgets, Board meetings, and other things, those statutes do not prescribe specific duties for the Board's oversight of Sierra Nevada Conservancy functions, including fiscal matters. The Board exercises general oversight over all functions of the Conservancy and activities of the staff, and has delegated authority to its Executive Officer to administer the day to day activities of the Conservancy, to enter into certain contracts, and to develop and administer the Conservancy's budget subject to Board approval. The delegation of authority to the Executive Officer will be periodically reviewed and may be revised, and the Board receives reports and updates regularly from the Executive Officer. The Board can give guidance to staff concerning the format and level of detail desired in budget expenditure items to be presented at Board meetings

With regard to budget proposals, the Executive Officer works with the Department of Finance and the Resources Agency, and presents a summary of budget proposals to the Board. Certain budget documents, however, remain confidential until they have been included in the Governor's proposed budget for the coming fiscal year, which is

typically released for public review on January 10th. Boardmember Kirkwood asked how a member would know if a BCP had been submitted on behalf of the Conservancy but not included in the Governor's proposed budget. Chairman Chrisman stated that members have an opportunity daily to raise concerns with the Chair and the EO. EO Branham noted that the Conservancy would be supportive of the Governor's proposed budget, and any budget change proposal (BCP) not included in the budget would stay with DOF.

Boardmember Lloyd stated that BCP's are usually developed in the spring each year and are due to the DOF in early September, but since this is an election year with large bond measure initiatives on the ballot, the SNC would not submit budget proposals until after the election. Boardmember Brissenden asked if BCP's were confidential due to statutory or constitutional provisions. Boardmember Lloyd stated the BCP process is confidential by statute.

**IX. Eastern Sub-Region Counties Report Representatives of Eastern Region counties will provide the Board with a brief**

Boardmember Arcularius introduced Byng Hunt, Mono County Supervisor, to give the Mono County report. Supervisor Hunt thanked SNC staff for the tour on Tuesday and welcomed the Board on behalf of Mono County. Hunt noted and thanked Boardmember Arcularius who was instrumental in pushing for creation of the Conservancy. He explained what he sees as the role the SNC can play in the Eastern sub-region. Executive Officer Branham noted that Supervisor Hunt will represent the Eastern Sub-region beginning in January.

**X. Action Plan Update and Implementation Update**

Executive Officer Branham stated that the Board will be briefed regularly on progress on the Action Plan. It is necessary to more clearly authorize staff to implement the Action Plan through contracts for services and related agreements. He indicated that a series of public meetings will occur next spring in the region. This will include more meetings, but less formal than the workshops. When Proposition 84 passes the SNC would need to create grant guidelines on a parallel track with the program guidelines. The Proposition 84 funds would be distributed over a 3 year period, beginning in 2007. Branham also suggested that the SNC have both a competitive and opportunistic grant program. A key issue will be to determine an approach to assure equitable distribution of funds over time.

Bob Kingman provided an update of the action plan, including a matrix containing goals, actions and timelines. Ongoing updates will be available on the SNC website.

Kingman stated that a contract had been awarded to Psomas to conduct an information and technology needs assessment of county governments, and a letter will go out shortly to county administrators and supervisors. The RFP for the education and communication plan, as well as the logo design competition, will be adapted to meet the SNC's need for a license plate design. The timing of the logo contest may not work for the license plate, so he suggested the Conservancy should remain flexible. Kingman also indicated that a contract to map ownership and easements will likely be forthcoming.

Boardmember Arcularius stated she is pleased to see the progress and encouraged that so much has been accomplished, a compliment to the commitment of the Board and the staff.

Boardmember Yamaguchi suggested that perhaps funding from the consultant services portion of the budget could be used to help small communities to come up with a match for federal or state grants. Branham indicated that hopefully the public workshops will identify how SNC can best add value, and that providing match funds may well be a priority.

Branham expressed appreciation for the work Bob Kingman has been doing on implementation of the Action Plan.

**A motion by Boardmember Brissenden, seconded by Boardmember Arcularius, to adopt Resolution 10-05-01 passed unanimously.**

#### **XI. Sierra Nevada License Plate**

The Governor has signed Assembly Bill 84 which allows state agencies to establish special license plates to provide funding to carry out their programs. The legislation will become effective on January 1, 2007. EO Branham explained the process that would be required to establish a license plate for the SNC, including the collection of 7,500 paid applications. He estimated the anticipated revenue, based on other organizations' experience, as between \$1-3 million annually. The SNC expects to partner with non-governmental organizations in moving forward with the program. The Sierra Fund has been distributing pamphlets and approximately 3000 persons have already expressed interest. Branham indicated he plans to bring a more detailed plan to the Board in December.

The Board discussed various marketing challenges, license plate design and related issues.

Chairman Chrisman asked for public comment.

Izzy Martin, CEO of the Sierra Fund stated that her group works on only one goal and that is more money for the Sierra, as they want it to be even more beautiful than it is now. The Sierra Fund sponsored the legislation. Martin praised Assemblyman Leslie and Governor Schwarzenegger and noted that this was the first Sierra issue supported by all of the area's Assembly representatives. There are many Sierra groups that are ready to work on this with the SNC.

Tony Taylor, Eastern Sierra Land Trust, stressed the importance of the license plate to the Eastern Sierra Land Trust, an organization that works with ranchers and others in the area. Taylor indicated that specialized license plates would bring needed funding and he thanked Izzy Martin and the Sierra Fund for their leadership on this matter.

Kerry Timmer, Sierra Cascade Land Trust Council, indicated they are in support of the license plate and ready to help the SNC move forward. Timmer noted that this is more than an opportunity for funding but also beneficial for outreach efforts.

Chairman Chrisman asked Boardmembers Sher and Yamaguchi to serve as a committee of the Board to work with staff in developing a plan. Executive Officer Branham described the challenge of melding the logo design competition with the license plate effort. Various Boardmembers suggested that it is important to have the design approved prior to asking the public to sign up for a plate. Boardmember Arcularius suggested that if the school logo contest timing would not work, perhaps there were other options to involve high school students in ancillary design projects using the logo. Boardmember Bailey supported the view that a project with the schools was important. Boardmember Lloyd asked if there was a plan for a slogan as allowed under the legislation, Branham indicated that would likely be included as part of the design and the Board would approve the slogan. Branham also stated that the SNC could work through the Department of Water Resources graphics design unit to obtain possible logo designs.

**A motion by Boardmember Sher, seconded by Boardmember Kirkwood, to approve Resolution 10-05-2 passed unanimously.**

## **XII. Regional Office Selection Criteria**

Executive Officer Branham reviewed the recommended criteria to be used in selecting locations for regional staff. He recommended that a process be used so that a recommendation of locations would be made at the December Board meeting. He stressed the advantage of co-locating with a state, federal or local governmental agency, but indicated all feasible locations will be considered. Staff proposed that for

organizational purposes that the Region be divided into two operational areas, the Mt. Lassen Area (North, North Central and Central subregions) and the Mt. Whitney Area (South Central, East and South subregions). Two or three sites could be identified to house regional staff, in addition to the Auburn office. Approximately 3-4 staff members could be placed in each of the Areas, funded through the existing base budget. Additional staff could be placed in the region for grant administration purposes (assuming grant funds are available).

Boardmembers Arcularius and Kirkwood proposed adding inability or difficulty of serving areas of the Region from headquarters as one of the criteria; the Board concurred. Boardmember McQuiston, suggested that looking at the Region with an east/west orientation may be more appropriate and suggested that an aggressive outreach effort occur notifying communities of the SNC's interest. Boardmember Bailey indicated that the Forest Service was willing to offer space in Bishop and noted how critical it is for the Conservancy to have a representative in the Eastern Sierra. Chairman Chrisman asked Boardmembers Kirkwood and Baumann to serve as the committee for regional office criteria selection.

**Public comment:**

Kerry Timmer, Sierra Cascade Land Trust, asked about the possibility of a non-profit such as the Sequoia Riverlands Trust hosting the SNC office. Branham explained that staff is recommending that governmental options are preferred; both SNC has not foreclosed any options. He did express concern that if the non-governmental entity planned on competing for funding it could present a perception of "conflict."

Tony Taylor, Eastern Sierra Land Trust expressed concern with the north/south orientation, given that the geography divides the region in an east/west fashion.

***Action: Boardmember Arcularius moved and Boardmember Yamaguchi seconded a motion to approve the Proposed Criteria for Regional Office Selection with noted changes. Motion passed unanimously.***

**XIII. 2007 Meeting Schedule**

Staff presented a proposed meeting schedule for 2007 as follows:

February 7-8, 2007	South Central
May 2-3, 2007	North
July 25-26, 2007	Central
September 5-6, 2007	South
December 5-6, 2007	East

***Action: Boardmember Kirkwood moved and Boardmember Brissenden seconded a motion to approve the 2007 Meeting Schedule. Motion passed unanimously.***

#### **XIV. Boardmembers' Comments**

Boardmember Yamaguchi extended thanks to Boardmember Arcularius and the Eastern Region for a great tour and Board meeting.

#### **XV. Public Comments**

Julie Bear, Eastern Sierra Land Trust, expressed appreciation for the Sierra Cascade Conservation Grant award and invited the Board back to celebrate the Benton Hot Springs project. She also encouraged people to visit the "Yes on 84" Web site.

Paul McFarland, Friends of Inyo, stated that the area has the oldest trees in the world as well as many other incredible sites. He expressed concern with the ever increasing recreational use in the area and the challenges land management agencies face in managing the public lands. He urged the Board to consider pursuing stewardship efforts to protect these resources.

#### **XVI. Adjournment**

Chairman Chrisman adjourned the meeting at 12:30 pm

**Sierra Nevada Conservancy  
Resolution 10-05-1  
Adopted  
October 5, 2006**

RECOMMENDATION: Staff recommends that the Conservancy adopt the following resolution pursuant to Public Resources Code Sections 33300 et seq., 33329 and 33345:

“The Sierra Nevada Conservancy hereby resolves, that the Executive Officer is authorized, in his discretion, to enter into contracts for services and related agreements which are necessary or appropriate for the implementation of any action item(s) specified in the Conservancy’s Action Plan (adopted July 20, 2006), subject to applicable budgetary or funding limitations.”

I hereby certify that the foregoing is a true and correct copy of the resolution duly and regularly adopted by the Sierra Nevada Conservancy at a meeting thereof held on the 5<sup>th</sup> day of October, 2006.

In WITNESS THEREOF, I have hereunto set my hand this 5<sup>th</sup> day of October, 2006.

\_\_\_\_\_  
Mike Chrisman  
Chairman of the Board

**Sierra Nevada Conservancy  
Resolution 10-05-2  
Adopted  
October 5, 2006**

RECOMMENDATION: Staff recommends that the Conservancy adopt the following resolution pursuant to Public Resources Code Sections 33300 et seq., 33327 and 33352:

“The Sierra Nevada Conservancy hereby:

- 1) authorizes and directs staff, acting under the oversight of a committee of the board, to prepare a plan for the design and marketing of a specialized Sierra Nevada Conservancy license plate and for a successful application to the Department of Motor Vehicles for issuance of the plate, to be considered by the Conservancy at its next regular meeting; and
- 2) authorizes the Executive Officer to enter into a contract, in an amount not to exceed \$75,000. for the design of a Conservancy logo which could be incorporated in the design for a Sierra Nevada Conservancy license plate.”

I hereby certify that the foregoing is a true and correct copy of the resolution duly and regularly adopted by the Sierra Nevada Conservancy at a meeting thereof held on the 5<sup>th</sup> day of October, 2006.

In WITNESS THEREOF, I have hereunto set my hand this 5<sup>th</sup> day of October, 2006.

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Mike Chrisman  
Chairman of the Board

**Sierra Nevada Conservancy  
Resolution 10-05-3  
Adopted  
October 5, 2006**

RECOMMENDATION: Staff recommends that the Conservancy adopt the following resolution pursuant to Public Resources Code Sections 33300 et seq. and 33327:

“The Sierra Nevada Conservancy hereby authorizes and directs staff, acting under the oversight of a committee of the board, to identify and evaluate potential locations for satellite offices of the Conservancy within the Sierra Nevada Region pursuant to the criteria set forth in the accompanying staff report, as amended, and to make recommendations to the Conservancy board at its next regular meeting.”

I hereby certify that the foregoing is a true and correct copy of the resolution duly and regularly adopted by the Sierra Nevada Conservancy at a meeting thereof held on the 5<sup>th</sup> day of October, 2006.

In WITNESS THEREOF, I have hereunto set my hand this 5<sup>th</sup> day of October, 2006.

\_\_\_\_\_  
Mike Chrisman  
Chairman of the Board

Staff and the nominating committee (Boardmembers Chrisman and Kirwan) recommend the following duties and selection process for a Vice-Chair of the Board.

**Duties and Responsibilities**

The Vice-Chair will preside, in the absence of the Chair, over board meetings and workshops;

The Vice-Chair, in the absence or unavailability of the Chair, may carry out any other duties delegated to the Chair;

The Vice-Chair, in the absence or unavailability of the Chair, will be consulted by staff on matters that would normally be addressed with the Chair;

The Chair and Vice-Chair may be consulted by staff in regards to organizational and administrative issues between meetings of the Board.

**Election Process**

A nominating committee of the Board will recommend a Vice-Chair from among the six sub regional representatives at the last meeting of the calendar year, to serve for the following calendar year. The Board will consider all nominations and elect a Vice-Chair at that meeting.

**Term**

The term for the Vice-Chair will be one year; an individual may serve more than one term.

**Action Needed at This Meeting**

For calendar year 2007, the nominating committee (Boardmembers Chrisman and Kirwan) will recommend a Vice-Chair to serve from among the six sub regional representatives. The Board, after considering all nominations, may elect a Vice-Chair.

COPY



## COUNTY OF MONO

COUNTY ADMINISTRATIVE OFFICE

P.O. BOX 696, BRIDGEPORT, CALIFORNIA 93517

(760) 932-5415 • FAX (760) 932-5411

David Wilbrecht  
County Administrative Officer

November 13, 2006

Jim Branham, Executive Director  
Sierra Nevada Conservancy  
11521 Blocker Drive, Suite 205  
Auburn, CA 95603

Dear Mr. Branham,

Please consider this as a letter of affirmation by Mono County for the appointment of Supervisor Byng Hunt as a Director/Board Member of the Sierra Nevada Conservancy, representing the Eastern Sierra Subregion as determined by the three county subregion committee in 2005, and as confirmed by the Mono County Board of Supervisors shortly thereafter. It will be for a two year term commencing on January 1, 2007.

If you need more information regarding this important appointment, please feel free to contact this office, at 760/924-1703 or 760/932-5410.

Very sincerely,

A handwritten signature in black ink that reads "Dave Wilbrecht". The signature is stylized with a large "D" and a long horizontal stroke at the end.

Dave Wilbrecht, CAO

Mono County

P. O. Box 696

Bridgeport, CA 93517

[dwilbrecht@mono.ca.gov](mailto:dwilbrecht@mono.ca.gov)

cc: Mono County Board of Supervisors

**OVERALL BUDGET PLAN  
FISCAL YEAR 2006-07  
DECEMBER 7, 2006**

*(All figures represent estimates based on the best available  
information at this time).*

	\$ IN THOUSANDS
<b>AVAILABLE FUNDS*</b>	<b>\$3,738</b>
<b>SIGNIFICANT EXPENSES ANTICIPATED</b>	
CONSULTING AGREEMENTS**	<b>\$1,400</b>
FACILITIES OPERATION	<b>\$400</b>
EQUIPMENT/VEHICLE	<b>\$350</b>
STAFF & OPERATING EXPENSES	<b><u>\$1,588</u></b>
<b>TOTAL 2006-07 FISCAL PLAN</b>	<b>\$3,738</b>
<b>PROJECTED UNEXPENDED BALANCE JUNE 30, 2007</b>	<b>\$- 0 -</b>

\* An additional \$200K has been authorized for expenditures in the event the SNC receives reimbursement funding.

\*\* Consulting Agreement detail provided on page 2 & 3.

## CONSULTING AGREEMENT DETAIL

DECEMBER 7, 2006

*(All figures represent estimates based on the best available information at this time).*

### OPERATIONS

#### AGREEMENTS WITH OTHER STATE AGENCIES

2006-07  
\$ IN THOUSANDS

##### DEPT OF FORESTRY AND FIRE PROTECTION

Providing Procurement-Delegation Authority support on an interim basis while we are seeking our own Delegation Authority for SNC. Includes support and acquisition costs for goods and services.

\$200

##### DEPT OF PARKS & RECREATION

Providing ongoing Human Resources support for SNC.

\$100

##### DEPT. OF GENERAL SERVICES

Providing ongoing Fiscal Services support for SNC.

\$75

##### OTHER STATE AGREEMENTS

Attorney General, Highway Patrol, Fleet, Water Resources, Data Center etc. Provides a variety of ongoing support for SNC.

\$115

##### SUBTOTAL OPERATIONS

**\$490**

## CONSULTING AGREEMENT DETAIL

DECEMBER 7, 2006

*(Changes from October report are indicated in this color)*

### PROGRAM DEVELOPMENT

#### PROGRAM DEVELOPMENT AGREEMENTS WITH CONTRACTORS

\$ IN THOUSANDS

Providing a Rapid Needs Assessment of Information  
Technology capabilities and needs in the SNC Region.  
Funded from 2005-06 fiscal year.  
(PSOMAS)

(\$150)

Providing strategic consulting & technical  
expertise in support of the Strategic,  
Action Plan development. Funded from 2005-06 fiscal  
year.  
(CA STATE UNIV SACTO – CCP)

(\$120)

Providing day to day support as needed for this fiscal  
year in the development and implementation of the initial  
Information Technology System for the SNC.  
(PROPOINT selected in October 2006)

\$50

Providing administration of a logo concept design competition  
among high school students throughout the SNC Region.  
(SEVENTH VELOCITY Selected November 2006)

\$63

Developing a five year education and communication  
plan to support an increased understanding of the  
importance of the Sierra Nevada Region.  
(SEVENTH VELOCITY Selected November 2006)

\$143

## CONSULTING AGREEMENT DETAIL

DECEMBER 7, 2006

### PROGRAM DEVELOPMENT (continued)

#### PROGRAM DEVELOPMENT AGREEMENTS WITH VENDORS

\$ IN THOUSANDS

Mapping for the Sierra Nevada Conservancy  
Boundary and pilot protected lands project.  
(GreenInfo Network)

\$10

Contract Funds Committed to date

\$536

Additional Program Development consulting agreements  
anticipated this fiscal year

\$444

- Facilitation and organization of public workshops
- Graphics design and development
- Technical assistance needs plan
- Identification of key indices and performance measures
- Other tasks necessary to implement the Action Plan

**SUBTOTAL PROGRAM DEVELOPMENT**  
**(\$270 of funds from 05-06 budget)**

**(\$980)**

**\$710**

## **CONSULTING AGREEMENT DETAIL**

December 7, 2006

### **PROGRAM IMPLEMENTATION**

\$ IN THOUSANDS

Funds will be used for opportunities to provide limited support to community efforts and activities of various partners consistent with program goals.

**\$200**

- Support of Modoc Line Appraisal (\$7500)

**TOTAL AGREEMENTS PLANNED FOR THE  
2006-07 FISCAL YEAR**

**\$1,400**

SNC staff continues to assist local officials in Lassen and Modoc counties on efforts to retain the railway corridor which runs 85 miles from the town of Wendel, just north of Honey Lake in Lassen County, to 12 miles south of Alturas, in Modoc County. As noted in previous meetings, the two counties and the Bureau of Land Management (BLM) have joined in a partnership to preserve and maintain the linear integrity of the corridor for future recreational activities, as well as potential future rail service or use as an underground utility corridor.

The SNC, working with the counties, the American Land Conservancy and the Lassen Land and Trails Trust, have contributed funding toward securing an appraisal. An appraiser has now been selected and work has begun on the appraisal. The Bureau of Land Management has continued to be an active partner, providing substantial ownership mapping information that will be useful in the appraisal process. It is anticipated that the appraisal will be completed by mid February.

SNC staff had previously worked with Union Pacific Railroad and the other parties to secure a six month extension to a "Trails Exemption" which allows an opportunity for the counties to acquire the corridor and which was due to expire on September 3 of this year. With the extension, the "Trails Exemption" is due to expire on March 3, 2007, by which time a viable public acquisition option must be identified. Staff is continuing to investigate potential funding opportunities to assist with the acquisition by the counties.

In addition, pursuant to board direction, staff has identified other potential rail opportunities throughout the Sierra Nevada Region (see map). Staff is arranging a meeting with Union Pacific to discuss options, including taking a more systematic approach to dealing with abandoned rail corridors. Staff will also be discussing this issue with potential funders. Staff will update the board on progress at the February meeting.

This information was provided to the Sierra Nevada Conservancy from form the Saving the Sierras project Co-directors Jesikah Maria Ross and Catherine Stifter.

### **Project Overview**

*Saving the Sierra* explores the geographic, political and philosophical boundaries of the new Sierra Nevada Conservancy using the tools of public media and story-based community development. A six-part public radio series and a national hour-long documentary sheds light on the role of conservation in preserving regional heritage and character while connecting people to the land and to each other. A series of regional storytelling workshops and project listening sessions promote deeper community engagement with the issues. The project website permanently archives stories and provides a public forum for continued interaction and sharing.

### **Project Activities**

Story Booth (starting Summer 2006) A mobile audio recording studio travels throughout the Sierra to conservation events, community meetings and environmental gatherings to collect stories of the Sierra from those who know and love it.

World Wide Web (launch Summer 2006) An interactive website offering a ground level view of the Sierra Nevada Conservancy through photographs and narratives generated in the Storybooth and Storytelling Workshops (see below), radio profiles, a blog of "postcards" plus essays and images from visitors inspired to share their own stories.

Storytelling Workshops (Summer – Fall 2006) Hands-on training in producing powerful short audio narratives and still images, designed to build the capacity of rural conservation groups to effectively communicate their issues and perspectives.

Exhibitions (March – November 2007): A traveling public art installation featuring photographs, soundscapes, audio narratives, archival images, and interpretive information collected throughout the project and displayed at both traditional (museums, libraries,) and non-traditional (park visitor centers, city halls) arts venues throughout California.

Listening Sessions (August - November 2007) Public events where diverse community members come together and hear a range of local stories, meet the storytellers, discuss conservation opportunities and challenges, and envision a shared future in the Sierra.

Public Radio Programs (April 2006 - October 2007) National broadcast of a six-part public radio series on *NPR's Living on Earth*. Regional broadcast of radio features on KQED-FM's *The California Report*. National distribution of hour-long documentary through the Public Radio Exchange.

**Project Partners**

- The Sierra Fund
- The Center for Sierra Nevada Studies at Sierra College
- Sierra Nevada Alliance

**Project Advisors**

- David Beesley Ph.D., Professor Emeritus, Department of History, Sierra College
- Joan Clayburgh, Executive Director, The Sierra Nevada Alliance
- Dee Davis, President, Center for Rural Strategies
- Timothy P. Duane Ph.D., Associate Professor, Energy and Resource, City and Regional Planning, Landscape Architecture and Environmental Planning, UC Berkeley
- Elizabeth Martin, Executive Director, The Sierra Fund
- Carolyn Merchant Ph.D., Chair, Division of Society and Environment, UC Berkeley
- Lucy Parker, Chair, California Indian Basketweavers Association
- Patricia A. Stowkowski, Ph.D., Associate Professor, Rubenstein School of Environment and Natural Resources, University of Vermont

Staff has been working to complete Organizational Goals in the Conservancy's Action Plan, adopted in July. The Action plan calls for substantial completion of seventeen action items by the end of the fiscal year.

A spreadsheet listing all of the Organizational Goals and tasks accomplished has been attached to this report to illustrate progress in a matrix form. The goals are organized by their due dates as they appear in the adopted action plan (Attachment 1).

### **Capacity Building**

Since its meeting in October, the Conservancy has hired a fulltime Assistant Information Systems Analyst and an Office Assistant bringing our permanent staff level to seven employees. Together, with the part time services of several retired annuitants and special assistants hired through agreements with California State University, Sacramento the Tahoe Conservancy, and California Department of Forestry, the agency currently has fifteen staff members. The Conservancy has also hired a professional Information Technology support consultant to ensure uninterrupted operations and connectivity with partners.

Additional permanent staff members are expected to be hired by early winter. Position descriptions are being developed and staffing patterns are being discussed to best meet the needs of the region. With administrative assistance provided by the California Department of Parks and Recreation, the Conservancy will be administering examinations in December to establish hiring lists of eligible candidates. Additional examinations are expected to follow in regions where satellite offices are located.

The Conservancy is also exploring opportunities to develop internship programs which could be available to students from several different educational institutions. Additional information will be provided as programs develop.

### **Completed Goals**

The Conservancy established an office in Auburn after completing a thorough evaluation and selection process involving a board committee (Organizational Goal 1.1).

The Conservancy has launched an E-library on the agency's Web site to improve accessibility to key federal, state, and local plans and other documents affecting the Sierra Nevada Region. The database compiled for this service contains over 540 references and is expected to grow with input and feedback from the region (Organizational Goal 2.3). The E-Library will be included as a complementary component of Organizational Goals 1.4, 3.2, 3.3, and 3.4, and will also contribute to many of the Programmatic Goals as well.

**Progress on Specific Goals**

- The Conservancy has retained the services of Psomas Consulting to begin assessing the information needs of the region as stated in Organizational Goals 2.1 and 2.2. Psomas will begin conducting interviews with counties and a variety of stakeholders who interact regularly with counties. Following an initial set of discussions, they will communicate directly with county governments through the use of interviews and surveys. All of the information gathered will be compiled and circulated for review and comment in early 2007, with a final document anticipated in May, 2007. The Psomas assessment will also be a useful tool in accomplishing Organizational Goal 5.1 and 3.2, and will contribute to Programmatic Goals as well.
- The Conservancy has retained the services of Velocity 7 and Associates to develop a comprehensive Communication and Education Plan consistent with Organizational Goal 3.4. Significant public input will be sought during development of the plan. Staff anticipates for work to be completed by July 2007. Completion of this plan will be instrumental in educating the region and the state about the needs, resources, and activities with the Sierra Nevada.
- The Conservancy has retained the services of Velocity 7 and Associates to administer a logo contest for high school students throughout the region. This process will provide an excellent opportunity for public outreach and education about the mission and goals of the Conservancy (Organizational Goals 3.4). The contest will be completed with anticipated Board approval of a logo in spring 2007. The winning design concept may be used for a number of agency purposes including a California Environmental License Plate. The logo contest process will also be helpful in achieving Organizational Goals 2.2 and 5.3.
- Staff has entered into two small contracts with GreenInfo Network. The first is to complete a pilot GIS study to identify and map data related to Public and Conservation Trust Lands within the Sierra Nevada Region. Products from this study will include printed maps and a written analysis of availability and needs for similar GIS data throughout the region. Information gathered in the study will be useful in achieving Organizational Goals 2.1, 2.2, 3.2, 3.3, 4.1, 4.2, and 5.1 as well several Programmatic Goals and could lead to identification of additional needed research. The second is to verify and map exact coordinates of the Sierra Nevada Conservancy service area boundary. The final map and set of coordinates will be presented to the Board for formal adoption at a future meeting.

- Staff is researching and gathering information to build a comprehensive and dynamic database of potential funding sources for local partners in the region (Organizational Goal 5.2). Several meetings with federal, state, and private partners have been hosted to seek information sources and a significant amount of internet research is being completed. Access to initial database information is anticipated by February 2007, and will be updated on an ongoing basis. This database will also complement efforts to complete Organizational Goal 5.3 and several Programmatic Goals.
- Staff has been contributing time and review expertise to several ongoing regional planning efforts and programs consistent with Organizational Goal 3.3. Input on planning efforts include: Resources Agency Proposition 50 Grants Program, The Kern River Valley Specific Plan, The Modoc Line Trail, and Mammoth Lakes Trails and Public Access.
- Working with a subcommittee of the board, staff has completed analysis for locating satellite office locations consistent with Organizational Goal 1.2. Results will be discussed at the December 2006 board meeting.

### **Programmatic Goals**

Staff is developing a draft outline for Program and Grant Guidelines for review by partners and stakeholders throughout the region during an intense series of meetings and workshops being scheduled between February 21 and April 6, 2007. A more detailed discussion of the Program and Grant Guideline development process is included in the staff report following this Action Plan Update.

As mentioned above, progress toward completing many of the Programmatic Goals is being accomplished concurrent with work on Organizational Goals.

Organizational Goal Number & Due Date*	Descrption of Goal	Completed	E-Library completed & online	Psomas Contract for regional assessment currently underway	Communication and Education Plan underway	Logo Concept Contest	Funding Sources Database	GreenInfo GIS Study	Satellite Office Locations	SNC Boundary Finalized	SNC License Plate	Proposition 50 Participation	Program Guideline Development	Grant Guideline Development	Additional Progress	
Goal 1.1 (April 2006)	Establish the SNC interim headquarters in Auburn															
Goal 2.3 (June 2006)	Identify and make available access to key federal, state and local plans and other documents affecting the region to be considered in the development of program guidelines and priorities		Goal Met when Completed									Contributes to Meeting Goal				
Goal 2.1 (Jan 2007)	Conduct an informational needs assessment of governmental agencies, non-governmental organizations, private landowners, educational institutions, and other interested parties, to determine existing relevant information relating to SNC's mission, significant information gaps and potential sources of new information. In doing so, the SNC will build upon and enhance existing information infrastructure.			Goal Met when Completed				Contributes to Meeting Goal								
Goal 3.1 (Jan 2007)	Conduct a regional assessment to determine existing and potential regional and community education, shared learning and research projects that the SNC can support and enhance.				Contributes to Meeting Goal										Held several meetings with State and federal partners, key stakeholders, scientists, and educators	
Goal 4.2 (Jan 2007)	Develop a program activity tracking system to ensure equitable distribution, over time, of resources across the region, subregions and programs recognizing the need to act based on opportunity, available funding and regional differences.							Contributes to Meeting Goal				Contributes to Meeting Goal			Meeting with staff, partners and prospective consultants to develop a matrix tracking system.	
Goal 5.1 (Jan 2007)	Develop and communicate funding needs of the region to the public, SNC partners, and decision makers at all levels (Ongoing, initial needs assessment January 2007).			Contributes to Meeting Goal			Contributes to Meeting Goal									
Goal 4.1 (July 2007)	Develop, in collaboration with other organizations, environmental, economic and social well being indices to monitor the progress in the various program and geographic areas. The indices will identify the key indicators to be monitored and measured and clearly identify performance standards.														Held several meetings with State and federal partners, key stakeholders, scientists, and educators	
Goal 1.1 (July 2007)	Determine location of a permanent headquarters location that will meet the SNC's needs and add economic value to the community (July 2007)															
Goal 1.2 (July 2007)	Establish satellite office locations based on available staff and resources and operational needs.							Goal Met when Completed								
Goal 2.2 (July 2007)	Assess preferred dissemination methods, technological needs and data limitations of SNC partners. Develop overall data acquisition and, dissemination requirements and a strategy to address SNC statutory and organizational needs, with an emphasis on improving communities' ability to access and use information.			Goal Met when Completed		Contributes to Meeting Goal	Contributes to Meeting Goal								Retained Sac State CCCP Employee to update SNC Master Contact lists	
Goal 3.2 (July 2007)	Based on this assessment and the information technology assessment, work with communities to develop a plan to address technological, communication, and technical assistance needs.		Contributes to Meeting Goal	Contributes to Meeting Goal			Contributes to Meeting Goal									
Goal 4.3 (July 2007)	Create a subregional and region wide priority setting process, consistent with the statute, to guide staff and the Board in decision making.			Contributes to Meeting Goal			Contributes to Meeting Goal					Contributes to Meeting Goal				
Goal 3.4 (Oct 2007)	Develop an education and communication plan to support increased understanding of the importance of the Sierra Nevada within the region and throughout the state.		Contributes to Meeting Goal		Goal Met when Completed	Contributes to Meeting Goal				Contributes to Meeting Goal					Developing advanced Interactive Web site design	
Goal 5.2 (Oct 2007)	Leverage and improve funding options and opportunities by identifying and communicating potential funding sources to those engaged in project activities consistent with SNC's mission (Ongoing, with an initial inventory of funding sources by October 2007).					Goal Met when Completed					Contributes to Meeting Goal				Held several meetings with State and federal partners, key stakeholders, former grants administrators	
Goal 1.3	Ensure an open and transparent decision-making process by adopting understandable rules, guidelines, and procedures for SNC business.								Contributes to Meeting Goal				Contributes to Meeting Goal	Contributes to Meeting Goal	Board authorized EO to write letters of support and notify board in July, 2006	Drafted guidelines for Public Information Act Requests
Goal 1.4	Conduct an ongoing robust public outreach and feedback program within the region and in other key geographic areas important to the success of the program.		Contributes to Meeting Goal		Contributes to Meeting Goal	Contributes to Meeting Goal							Contributes to Meeting Goal		Retained Sac State CCCP Employee to update SNC Master Contact lists	
Goal 3.3	Support integrated regional and sub regional planning efforts, consistent with the SNC's mission.		Contributes to Meeting Goal				Contributes to Meeting Goal								Participation in processes: Kern Valley Specific Plan, Mammoth Trails, Modoc Line trail	
Goal 5.3	Identify and secure additional opportunities for stable funding for the SNC from all sources.					Contributes to Meeting Goal	Contributes to Meeting Goal				Contributes to Meeting Goal	Contributes to Meeting Goal			Review of opportunities in addition to prop 84	Passage of AB 84 establishing Sierra Nevada License Plate

\* Sorted in order of due date.



### **Background**

The Conservancy's enabling legislation and Strategic Plan call for the creation of program guidelines to direct Conservancy staff and Board in considering providing assistance, support, or funding. An instrumental role of the Conservancy will be the administration of grant funds throughout its service area, and will require the creation of specific Grant Guidelines. Grant Guidelines will be developed concurrently with, and consistent with Program Guidelines.

### **Content**

The Program Guidelines will provide specific direction on how the Conservancy will carry out its Mission and Strategic Plan, how it will collaborate with partners, and how it will operate administratively. The guidelines will further define the program areas of the Conservancy and identify types of projects and programs eligible for Conservancy support. The guidelines will also identify the tools, resources, services and assistance available from the Conservancy and how to prioritize requests for assistance.

Grant Guidelines for the administration of Conservancy funds available from Proposition 84 will be developed to instruct applicants on all necessary requirements and procedures for requesting grants.

### **Process**

The process for developing the Program Guidelines will involve participation from the Conservancy board, staff, stakeholders, and general public. The process will allow for and encourage comments from all interested parties through an aggressive outreach effort aimed at a broad spectrum of interests throughout the region. It will be reflective of and consistent with the enabling legislation that created the Conservancy and the mission and goals of the Conservancy as described in the Strategic Plan.

The process for developing Grant Guidelines will closely follow, and be consistent with, development of Program Guidelines, and will also be consistent with the provisions of Proposition 84 and appropriation language.

To track progress of each set of guidelines, information will be available for public review on the Conservancy's Web site ([www.sierranevada.ca.gov](http://www.sierranevada.ca.gov)) for the duration of the process.

### **Timeline**

#### **December 2006**

A draft outline of Program Guideline elements will be reviewed by the Board at the December meeting.

**February 2007**

Initial drafts of the Program and Grant Guidelines will be developed, consistent with any direction provided by the Board at the December meeting, and presented to the Board at the February board meeting.

**March –April 2007**

A series of public meetings are being scheduled to take place throughout the region between early March and mid April. In addition, staff will be meeting with a variety of stakeholders to gather input on Program and Grant Guideline development.

**May 2007**

A revised draft of the Program Guidelines will be presented to the board for review at the May board meeting. Grant Guidelines revisions and continued scoping will continue through May.

**June 2007**

A final draft of Program Guidelines will be circulated for additional public comment.

**July 2007**

A final draft of the Conservancy Program Guidelines will be considered for adoption by the board at the July board meeting. Assuming that funds from Proposition 84 are appropriated to the SNC in the 2007-08 budget, a final draft of the Grant Guidelines will be circulated for public review with comments due in August.

**September 2007**

A final draft of Conservancy Grant Guidelines will be considered for adoption by the board at the September board meeting.

**Board Involvement**

It is anticipated that a number of key issues will be before the board at the February 2007 board meeting. This will include, but not be limited to the following:

- Board involvement in the guideline process;
- Guidance on the question of competitive vs. opportunistic grants;
- A distribution formula to address the equitable distribution language;
- Grant amount limits (if any); and,
- Policy guidance on land management issues.

### **Proposed Process for Selection of Location(s) for Conservancy Regional Offices**

At the October 2006 Board Meeting the Board approved a process and criteria for identifying locations in the Region for field staff to be located. The criteria and timeline were as follows:

#### **Primary Considerations**

- Ability to serve areas that are not easily accessible from Auburn
- Headquarters Office;
- Access to major highway/s, ease of travel throughout the service area;
- Geographically located in such a way that provides for adequate coverage of the entire service area;
- Access to adequate cell phone service and high speed internet;
- Potential for “co-location” with another public agency (local, state or federal), including office space, access to support services and potential for sharing staff;
- Proximity to other governmental agencies and key stakeholders;
- Accessibility to the public;
- Employee considerations such as housing affordability, schools and health care.

#### **Other Considerations**

- Ability to contribute to a local community;
- Driving time to Headquarters;
- Facility design including but not limited to security, storage for vehicles;
- Facility appearance;
- The availability of adequate meeting facilities (reasonable distance);
- IT support availability.

#### **Proposed Timeline**

- October 10 – November 14, Review, analyze and apply evaluation criteria to potential sites, identifying top candidates, conduct site visits;
- November 21 - Propose Sites for consideration by full Board;
- December 7- Board acts upon recommendations of staff and Board committee;
- April 1, 2007 – regional offices become operational.

### **Staffing Considerations**

As discussed at the October board meeting, for organizational purposes the SNC Region will be divided into two operational units; the Mt. Lassen Area (North, North Central and Central sub regions) and the Mt. Whitney Area (South Central, South and East sub regions). Field staff will report to an Area Manager (Program Manager classification) in each Area. Currently it is anticipated that a total of 8 staff positions (including 2 positions funded from bond funds) will be designated as field staff, 4 located in each of the Areas. While this structure will be helpful in developing an operational approach to carry out our mission, it is important to recognize the staff will be utilized to meet the needs of the organization and these Areas will not represent "hard boundaries."

In addition, program and grant staff located in the Headquarters office will work closely with field staff in implementing the SNC's program.

### **Location Evaluation Process**

Based on the staff's analysis and input from a variety of interested parties, a total of 14 locations were considered as part of the evaluation (see attachment A). A scoring system was developed to rate each of the locations, based on the criteria described above. As noted in previous discussions, the nature of these regional operations lends itself well to "co-location" with another public agency. By placing staff into existing facilities, the opportunity for support and coordination is greatest. Staffing and operational costs would be consistent with the SNC's existing base budget and the availability of bond funds.

Boardmembers Baumann and Kirkwood served as the Board committee providing direction to staff. In conducting the evaluation, staff consulted with a variety of governmental and non governmental partners, including county and other local officials in identifying potential office locations. Staff also visited a number of communities and specific locations to gain additional information necessary for the evaluation. The results of the evaluation were presented to the Board committee and a consensus recommendation was developed.

### **Evaluation Results**

Based on the process described above, staff and the Board committee recommend the following locations for field staff:

#### **Mt. Lassen Area (North, North Central and Central sub regions)**

Susanville  
Auburn

#### **Mt. Whitney Area (South Central, South and East sub regions)**

Mariposa  
Bishop  
Lake Isabella\*

\* It is recommended that office space be secured in Lake Isabella although staff will not be housed there. This will allow staff to have space available when they are in the area and could also serve as a meeting location for staff from Mariposa and Bishop to meet.

### **Next Steps**

Following action by the Board the following actions will be necessary to provide for functioning regional offices:

- Enter into agreements to secure adequate office space and administrative support (December and January);
- Secure necessary equipment and supplies (February and March);
- Conduct personnel examinations for field staff (February);
- Advertise and hire field staff (March – June).

### **Recommendation**

It is recommended that the Board authorize the Executive Officer to take the actions necessary to establish offices in Susanville, Mariposa, Bishop and Lake Isabella, including entering into agreements to secure adequate office space and administrative support.

**Regional Office  
Preliminary Evaluation List**

**Mt. Lassen:**

Alturas  
Burney/McArther  
Chester/Almanor  
Susanville

**Mt. Whitney**

West:

Sonora  
Mariposa  
Coarse Gold  
Oakhurst  
Kern River (Lake Isabella)  
Porterville

East:

Independence  
Bishop  
Mammoth  
Bridgeport

### **Background**

As discussed at the October 2006 board meeting, legislation (Assembly Bill 84, Leslie) authorizing specialized license plates that “have a design or contain a message that publicizes or promotes a State agency or the official policy, mission or work of a State agency” was passed and signed into law earlier this year.

AB 84 received widespread support from around the State, especially from nonprofit organizations active within the Sierra Nevada region, who support the goals and objectives of the Sierra Nevada Conservancy and who would like to help build stable funding sources for the Conservancy’s programs. Among the organizations on record as supporting the bill are: The Sierra Fund, the Sierra-Cascade Land Trust Council, the Sierra Nevada Alliance, the Alpine Watershed Group, the Kern River Valley Revitalization, the California Council of Land Trust, and the Trust for Public Land.

### **Overview of AB 84**

In summary, AB 84 allows any State agency to submit an application to the Department of Motor Vehicles to create a specialized license plate to support the agency’s program. DMV must issue the plate if the requesting agency is able to tender to DMV, within 1 year following the DMV’s approval of the request, at least 7,500 valid applications for the specialized plate from motor vehicle owners, accompanied by the required initial fees.

If the minimum of 7,500 applications cannot be met within 1 year after filing of the request, the agency may obtain a single 12-month extension, if it demonstrates to the DMV that it has (1) contacted all the existing applicants to ascertain whether they wish to continue their applications in effect, and (2) refunded the application fees to all applicants who do not desire to continue their applications. In no event may the agency collect or hold applications from vehicle owners beyond 24 months from the date of the initial request to DMV to sponsor the specialized plate.

Fees for the specialized plates, in addition to the regular fees for an original registration or renewal of registration, are as follows:

- (1) For the original issuance of the plates, fifty dollars (\$50).
- (2) For a renewal of registration with the plates, forty dollars (\$40).
- (3) For transfer of the plates to another vehicle, fifteen dollars (\$15).
- (4) For each substitute replacement plate, thirty-five dollars (\$35).

**Potential for a Sierra Nevada Conservancy License Plate**

At the October board meeting, the Board authorized the Executive Officer to take actions necessary to prepare an application to DMV and appointed a Board committee consisting of Boardmembers Sher and Yamaguchi to provide guidance to staff. A Sierra license plate could play a significant role in helping to publicize the work of the Conservancy and could generate a steady flow of funding for the Conservancy's programs (estimated between \$1 million and \$3 million annually when fully implemented). Under provisions of the law, the SNC has the following responsibilities:

- ✓ Submit an application to DMV, requesting approval of a specialized plate, including plate design.
- ✓ Submit at least 7500 paid license plate applications to DMV within one year of DMV's approval of the proposed plate.
- ✓ Public funds may not be expended in the marketing of the specialized plates.

Once 7500 applications have been submitted to DMV and a specialized plate has been issued, funds raised through plate sales and renewals (less the amount needed to defray DMV's costs of producing and administering the specialized plate), are available for appropriation to the SNC. During any fiscal year, the SNC may use up to 25% of the funds made available to it from the license plate fees to cover "administrative costs, marketing, or other promotional activities associated with encouraging applications for or renewal of the specialized plate."

It should also be noted, that according to DMV, once they have certified that at least 7500 valid registrations have been submitted it will be approximately 9 months before the first plate will be issued.

**Actions Needed to Secure a Sierra Nevada License Plate**

**Process**

Staff continues to discuss with DMV the process that will be used for submission and approval of a SNC license plate. A letter has been sent to the DMV Director, expressing the SNC's intent to pursue establishment of a specialized plate (this letter does not trigger the beginning of the one year timeframe). At this time, it is unclear precisely what the process of timeframe will be and precisely what role DMV may wish to play in the design development and marketing efforts. Staff will continue communications with DMV and ensure that the SNC is positioned to act at the earliest opportunity.

### **Design**

Under provisions of AB 84, the license plate may include a distinctive design, decal, or descriptive message in a space not larger than two inches by three inches to the left of the numerical series and a space not larger than five-eighths of an inch in height below the numerical series. It is recommended that staff be authorized to secure the services necessary to prepare a plate design to be presented to the board for approval at the February 2007 board meeting. This design will be incorporated into the logo concept design competition with a request that the logo contain elements connecting to the license plate design.

### **Marketing**

As noted above, state funds may not be expended for the marketing of the license plate. However, there is significant interest in the region and throughout the state in supporting the mission of the SNC. In preliminary discussions with some of the leading organizations in the region, staff believes that partner organizations from within the region and around the state are able and willing to provide the monetary and other support needed to sustain the effort of collecting 7,500 applications from vehicle owners.

The Sierra Fund has expressed a strong interest in overseeing the marketing efforts and in fact has more than 3,000 individuals who have expressed interest in such a plate. Staff has discussed the Sierra Fund's interest and recommends that any they be considered a key partner under any approach.

A successful marketing campaign will require adequate funding, a well planned marketing campaign strategy and successful implementation. While the SNC cannot be directly involved in this activity, staff should closely coordinate with those conducting the marketing effort. In this regard, the creation of a non-profit entity, with the purpose of overseeing the campaign and meeting the fiduciary responsibility of collecting funds and transferring them to the SNC. This entity would be able to contract with others, such as the Sierra Fund, for purposes of carrying out the marketing effort.

### **Staff and Committee Recommendation**

Staff and the Committee recommend that the board direct staff to take the actions necessary to produce a license plate design to be presented to the Board for approval at the February board meeting. In addition, it is recommended that staff work with interested parties in the creation of a non profit entity to oversee the license plate effort and meet the fiduciary responsibilities of collecting funds and transferring them to the SNC.

**Correspondence Received  
by Sierra Nevada Conservancy**

Elements of partnership agreement between  
Sierra Nevada Conservancy and The Sierra Fund  
November 15, 2006

Task Area	The Sierra Fund will:	The Conservancy will:
Institutional Infrastructure	<ul style="list-style-type: none"> <li>- meet with Conservancy subcommittee regularly to coordinate activities</li> <li>- establish communication protocols</li> </ul>	<ul style="list-style-type: none"> <li>- submit application to DMV</li> <li>- Conservancy staff &amp; subcommittee report to full Board quarterly</li> </ul>
Finances	<ul style="list-style-type: none"> <li>- create budget and fundraising strategy</li> <li>- Raise all funds</li> <li>- sign contracts for services</li> <li>- Provide financial reports to Conservancy</li> </ul>	<ul style="list-style-type: none"> <li>- review budget and fundraising strategy</li> <li>- write letter of support for fundraising efforts</li> <li>- Board members may personally help fundraise</li> </ul>
Materials Design	<ul style="list-style-type: none"> <li>- Create RFP for marketing program</li> <li>- Select marketing firm to create marketing plan</li> <li>- Present marketing plan to Conservancy</li> <li>- oversee development of materials</li> </ul>	<ul style="list-style-type: none"> <li>- approve license plate design, create application</li> <li>- Review marketing firm selection</li> <li>- review marketing plan, including images, slogans and strategy</li> <li>- review materials design</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>- Oversee implement of marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>- Review marketing plan and outcomes</li> </ul>
Registration collection	<ul style="list-style-type: none"> <li>- collect registrations and turn over to Conservancy</li> </ul>	<ul style="list-style-type: none"> <li>- hold onto license plate registration materials</li> <li>- turn in 7,500 reservations to DMV</li> </ul>

## **TSF Sierra Nevada License Plate Marketing Campaign (summary)**

**Goal:** Reserve 10,000 license plates in one year (7500 is the minimum requirement, but a safety margin is needed)

**Approach:** Multi-media marketing campaign targeting California residents, ready to launch on Day One

### **Key Points**

- \* License plate program becomes law 1/1/07; DMV application available likely in late spring 2007
- \* Campaign will begin after Conservancy designs plate, submits application, and receives approval from DMV, likely summer 2007
- \* All license plate reservations must be received by one year (extendable to two years) after DMV officially starts the program
- \* The Sierra Fund's effort to date has secured 3,000 reservations

### **Workplan Elements**

- \* Establish campaign infrastructure
- \* Fundraising target \$275,000 (\$27/plate) plus thank you gifts
- \* Develop and implement marketing materials for statewide and Sierra audience, including print and electronic media, website, and direct mail
- \* Identify key Sierra and other California partners for access to mailing lists, business venues, membership magazines, and big events
- \* Recruit and train paid canvassers to secure registrations

### **Timelines**

- \* November 2006 - March 2007
  - Sierra Fund : establish campaign infrastructure
  - Raise seed funding, hire director/marketing firm
  - Establish key relationships
- \* April - June 2007
  - Conservancy: Approve plate, develop/submit application to DMV
  - Sierra Fund: Develop campaign materials, raise remaining funds
  - Identify important outreach venues
- \* Post DMV approval, likely July 2007
  - Sierra Fund: Launch campaign with aggressive press strategy
  - Hire and train paid canvassers
  - Secure 10,000 registrations

**The Sierra Fund**  
**Sierra Nevada License Plate Marketing Campaign**  
November 2006

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**Goal**

To secure more than 10,000 license plate registrations in the twelve months following DMV approval of the Sierra Nevada Conservancy license plate application and design.

**Approach**

Working closely with the Sierra Nevada Conservancy staff, The Sierra Fund will coordinate a multi-media marketing campaign targeting two distinct markets: Sierra residents and other California residents. Given the short time-line of the campaign (one year), this plan proposes preparing carefully ahead of the official start of the campaign in order to have a "turn-key" operation ready to kick-off on the first official day of the campaign.

**Background**

AB 84 creating the specialty license plate program at DMV, authored by Assemblymembers Leslie and Laird and sponsored by The Sierra Fund, was signed into law by Governor Schwarzenegger in September 2006. The bill becomes law on January 1, 2007. DMV will then issue administrative rules to implement the program including creating an application that must be completed by a state agency prior to DMV approval of the plate. This application will not likely be available until late spring 2007.

The Sierra Nevada Conservancy has indicated interest in creating a specialty license plate program for ongoing revenue for their conservation priorities. They are in process of sponsoring a logo contest that should be completed by the May 2007 Conservancy Board meeting. This logo could form the basis of the license plate design that will be submitted as part of the application to DMV.

Once the DMV has formally approved the application and license plate design, we have exactly one year to get 7,500 reservations. This time can be extended by one year.

The Sierra Fund has led a "license plate registration" campaign for nearly two years. The campaign has been directed to date by an all-volunteer marketing committee, which designed a full-color brochure and website to attract pre-registrations for the license plate. To date nearly 3,000 license plates have been reserved through this process.

The TSF marketing committee researched practices used by other Conservancies to sell their plates. A crucial finding of the research was the agreement that getting 7,500 reservations is an enormous task and will take a very sophisticated and aggressive campaign, including getting "thank-you gifts" (like free ski lift-tickets, gift coupons for meals and other Sierra based merchandise) for people that reserve plates.

### **Workplan Elements**

1. Create and maintain campaign governance infrastructure, including discussion between TSF and SNC regarding oversight and coordination of the campaign. Development of application to DMV with approved plate design.
2. Define and implement a fundraising campaign, including cash and in-kind contributions of both skills and "bonus gifts" for license plate registrants, with the goal of raising \$275,000 in cash (assume cost of \$27 per first-time registration).
3. Identify and hire marketing firm for development and implementation of campaign strategy including purchased and free publicity materials (mailing, website, radio, tv and newspaper).
4. Develop and implement strategy for outreach in Sierra using existing networks of conservation, tourism, cultural and historic preservation organizations. Mail and phone outreach to existing data base of nearly 3,000 reserved license plates to jump-start campaign.
5. Develop and implement aggressive media campaign, timed to coincide with outreach to the region using direct mail and other techniques.
6. Identify and solicit key prospects for intensive outreach through mailing and phone calls to Sierra Club and other statewide conservation group lists.

## **Timeline and Responsibilities**

TSF = The Sierra Fund

SNC = Sierra Nevada Conservancy

### **PRE-APPLICATION:**

#### **December 2006 - March 2007**

1. TSF/SNC: Establish institutional infrastructure for campaign, including appointment of a coordinating committee, and development of a budget and fundraising strategy
2. SNC: Research specific requirements of the law, including how registrations must be collected and maintained, clarify application process and develop final application for approval by SNC Board.
3. TSF: Begin aggressive fundraising for marketing campaign, aimed at raising \$125,000 in seed funds prior to approval of application.
4. TSF: Hire campaign director.
5. TSF: Select marketing consultant.
6. TSF/SNC: Identify key partners for the marketing campaign in both the Sierra and other California markets. Seek mailing lists and other methods of reaching partner organizations including articles in their membership publications or invitations to their big events.
7. SNC: Finalize and approve license plate design.

#### **April 2007 - June 2007**

1. TSF: Finalize Marketing Plan.
2. TSF: Create materials for outreach (including brochures, mailings, "table talkers," newspaper and electronic media materials), gather appropriate lists for within Sierra outreach (including organizations, major businesses, local government).
3. TSF: Prep website, toll-free phone line for applications, reservation strategy. Prepare phone bank outreach materials.
4. TSF: Create marketing and public relations strategy, develop relationships with key media outlets such as Via, Sunset and Sierra Heritage Magazines, major newspapers such as the LA Times and the SF Chronicle, and statewide radio and television outlets.

5. TSF: Seek endorsements of campaign from key opinion leaders, identify "celebrity" campaign spokesperson.
6. TSF: Raise remaining funds for campaign.
7. SNC: Submit completed application to DMV.

## **POST DMV APPROVAL**

### **Month One - Two**

1. TSF/SNC: Major press push to publicize approval of license plate, with simultaneous press conferences in key Sierra locations (Truckee, Auburn, Bishop, Susanville, Quincy) and in key urban and other areas. Website and toll-free phone line go operational.
2. TSF: Hire and train canvassers who are paid based on the number of registrations that they successfully enroll.
3. TSF: Direct contact with the 3,000 reservations already in hand to complete their official applications (including direct mail, email, and phone calls).
4. TSF: Outreach to key Sierra tourist and recreation businesses, seek placement of applications in restaurants, hotels, resorts. Seek "thank you gifts" for license plate registrants such as free lift tickets, meals, or other gifts from Sierra businesses.

### **Month Three - Twelve**

1. TSF: Direct contact with key statewide allies using direct mail and phone follow-up. Already we have contacted conservation organizations and businesses with thousands of addresses who have agreed to let us use their lists for selling the plate.
2. TSF/SNC: Simultaneous with direct mail roll-out press outreach using both purchased and free newspaper, television, radio in markets targeted with direct mail pieces.
3. TSF: Direct contact with key allies in the Sierra, using direct mail and phone follow-up. This could be done using coalition allies such as Sierra Nevada Alliance and the Sierra Cascade Land Trust Council.
4. TSF: Paid canvassers work ski-lift lines, major events, and large venues including Sierra sports and cultural events.

5. TSF: Direct, personal outreach to businesses with fleet vehicles to seek opportunities for multiple sales.
6. TSF: Direct, personal outreach to businesses serving both residents and guests of the Sierra, including hotels, restaurants, tourist destinations and sports shops to try and place registration materials in their businesses.

### **Qualifications**

The Sierra Fund has been an important leader in the development of the Sierra Nevada Conservancy. As sponsors of the bill that created the Conservancy, the Fund invested thousands of hours in working across a wide range of constituencies to build consensus among the bi-partisan coalition that supported the Conservancy.

The Fund has continued to play an important role in establishing the Conservancy, including bringing hundreds of Sierra community, business and conservation leaders into the State Capitol to advocate for full funding of the Conservancy budget, and for passage of AB 84 creating the license plate bill.

The Sierra Fund has demonstrated its capacity to manage major campaigns involving large networks of people and large budgets. Our marketing committee has developed the program on a shoestring that has resulted in the nearly 3,000 registrations now in hand.

The Fund will hire a full-time campaign director and begin identifying appropriate marketing and design consultants. The Campaign will be managed by Elizabeth Martin, CEO of The Sierra Fund, who brings nearly 30 years of campaign experience to this project.